

Pierce County
Quit Line Data Summary
January 01 - June 30, 2006

	<u>County</u>	<u>State</u>
Number of Calls to Quit Line	N = 900	N = 9,581
Percent of Statewide Calls	12.3%	100.0%
Percent of State Population in County¹	11.9%	100.0%
	County %	State %
Gender	N = 897	N = 7,852
Female	63.9%	61.3%
Male	36.1%	38.7%
Race/Ethnicity	N = 854	N = 6,936
People of Color	21.3%	19.5%
White	78.7%	80.5%
Age	N = 894	N = 7,533
Less than 18 years old	2.0%	1.3%
18 - 24 years old	18.9%	18.9%
25 - 34 years old	28.0%	25.6%
35 - 44 years old	20.9%	21.4%
45 years and older	30.2%	32.8%
Education	N = 842	N = 6,875
Did not graduate high school	19.7%	20.0%
High school graduate	41.9%	36.1%
Some college/vocational school	26.6%	31.1%
College graduate	11.8%	12.7%
Caller Type	N = 900	N = 8,981
General Information	1.4%	10.5%
Health care provider	0.4%	3.0%
Tobacco user	98.1%	86.5%
Payer Type	N = 849	N = 7,185
Insured	34.0%	37.3%
Uninsured	42.0%	37.6%
Medicaid	23.9%	25.1%
Heard About	N = 736	N = 6,807
Employer/worksite	1.5%	1.7%
Health care provider	20.0%	24.9%
Television	3.8%	4.9%
Website	2.6%	3.0%
Radio	14.0%	10.5%
Newspaper/Magazine	0.7%	1.1%
Brochure/Newsletter	12.1%	11.4%
Family or friend	37.9%	35.4%
Health Department	6.4%	6.2%
School	1.1%	0.9%